



2014 Vendor Information for Princeton National Rowing Association Events:

The Princeton National Rowing Association invites you to join us for the 2014 Mercer Lake Sprints on April 18-19 and the 2014 Scholastic Rowing Association of America National Championships (SRAA) on May 23-25, at Mercer Lake, West Windsor, NJ.

Both the Mercer Lake Sprints and the SRAA are major drivers of visitors to our venue. In 2013 the Mercer Lake Sprints drew over 2,500 competitors and 7,000 family members and friends. The SRAA is expecting 3,500 competitors totaling over 10,000 visitors. This presents a great opportunity for you to reach your customers.

Sponsorship is another great way to have a visible presence at these events and support PNRA and young athletes. **You will find more information below about Sponsor Packages for these events.**

The Mercer Lake facility is one of the finest rowing venues in the country. Our Vendor Village is positioned in the prime spot to take advantage of the spectators and athletes attending the regatta.

- All of the spectators will pass through the Village on their way from spectator parking to the team tent area.
- The Vendor Village is beside the prime viewing area for the last 250m and finish of races.
- The Awards stage is set up in the Vendor Village.
- The Results Board will also be in the Vendor Village
- There is a prime parking area reserved for vendors adjacent to the Vendor Village

All of this is designed to provide you and your organization with maximum exposure.

If you can't make it to the regatta, we also have made it economical for you to advertise on our regatta [website](#). Our website generates highly qualified traffic from the rowing community, and we see a distinct peak in the traffic in the days leading up to and after our regattas.

Both on-site vendors and website advertisers will receive recognition in our popular real time Twitter feed of race results.

Please review the following information and don't hesitate to contact Events Manager, Portia McGee at pmcgee@rowpnra.org to reserve your spot or for more information.

PNRA a 501(c)3 organization named USRowing 2011 Club of the Year.

1 South Post Road, Suite 1, Princeton Junction, NJ 08550
Phone (609) 799-7100 Fax: (609) 799-9001 www.rowpnra.org



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Vendor Pricing:

Package pricing for Mercer Lake Sprints and SRAA National Championships:

Vendor Tent in the Vendor Village	\$550
A 10' x 20' space or special accommodations can be made for larger space	
Website Ad, Small (125 x 60 max)	\$80
Website Ad Large (460 x 125 max)	\$130
<i>Discount Pricing</i>	
Vendor Tent and small ad	\$600
Vendor Tent and large ad	\$650

Mercer Lake Sprints (only):

Vendor Tent in the Mercer Lake Sprints Vendor Village	\$300
A 10' x 20' space or special accommodations can be made for larger space	
Website Ad, Small (125 x 60 max)	\$50
Website Ad Large (460 x 125 max)	\$100
<i>Discount Pricing</i>	
Vendor Tent and small ad	\$340
Vendor Tent and large ad	\$380

SRAA National Championships (only):

Vendor Tent in the SRAA Vendor Village	\$300
A 10' x 20' space or special accommodations can be made for larger space	
Website Ad, Small (125 x 60 max)	\$50
Website Ad Large (460 x 125 max)	\$100
<i>Discount Pricing</i>	
Vendor Tent and small ad	\$340
Vendor Tent and large ad	\$380

Sponsorship Information – Mercer Lake Sprints: You may also want to consider a sponsorship package for our events. Packages begin at \$1000. Don't hesitate to contact Portia McGee at pmcgee@rowpnra.org with questions. Sponsorship includes your name and logo on the Event Banners and on the backdrop for all of the medal presentations. Additionally, sponsors logos appear on the winners t-shirts and all volunteer t-shirts. These shirts are highly prized and worn to practice and school by athletes. (Mercer Lake Sprints winner's shirts were even seen on athletes at the U-23 World Championship in Trakai, Lithuania!!). Please contact Events Manager, Portia McGee at pmcgee@rowpnra.org for more information.

Details on Vendor Tents

- We will mark off an area that is reserved for you. You can set anytime on Friday or on Saturday morning before racing start. The tents are located in the last 250 meters of the race course beside the main spectator area. The main walkway between spectator parking and the team tent area goes through the Vendor Village. The Awards stage will be positioned in the Vendor Village area.

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- Vendors will have a special parking area near the Vendor Village
- We are reserving a space for you but we do not provide tents or chairs. If you need these items, please contact us and we will make special arrangements.
- We have security patrolling the area at night, but we cannot be responsible for material that is left unattended.

Details on Vendor Web Advertising

- The Princeton National Rowing Association website generates a substantial amount of qualified traffic from the rowing community. Activity on the website usually reaches its peak around the days surrounding the Mercer Lake Sprints Regatta. In the months leading up to the Mercer Lake Sprints, our website generates over 1.2 million hits from over 10,000 unique visitors.
- Your ad will be prominently displayed in the right menu column. A small ad is considered to be no larger than 125 x 60. A large ad is 460 x 125.
- If you have a particular image that should be used, please send a copy of the image or a link to the image.
- Web ads will be posted as soon as payment is received and will remain on the website through the end of 2014.

How to Order

If you would like to reserve a vendor space in the Mercer Lake Vendor Village and/or place a web advertisement, please send an email Events Manager Portia McGee at pmcgee@rowpnra.org.

Please include in your email the following information:

Company name
 Contact Name
 Contact Telephone Number
 Contact Email Address

Clearly indicate that you would like to reserve a tent space and/or a web ad and the size of the web ad.

Checks: payable to Princeton National Rowing Association:

Princeton National Rowing Association
 1 South Post Road,
 Princeton Junction, NJ 08550

Credit Card: If you want to pay by credit card, please contact Kris Grudt at 609-977-1094 to make arrangements.

Thank you for your support of the Princeton National Rowing Association and the 2014 Mercer Lake Sprints and SRAA National Championships.

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